

The Hard Facts

AIIA is calling on all political parties in the federal election to support six key reforms that will drive Australia's prosperity using SmartICT

1 Drive take up and use of our national broadband infrastructure, with a strong focus on Government use of SmartICT

Over the last two years digital technology has provided an additional

6 million jobs

\$193 bn to the world economy

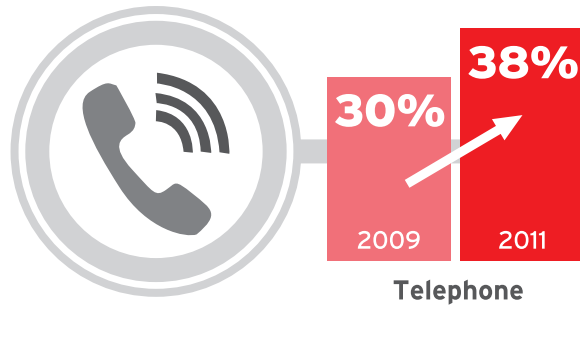
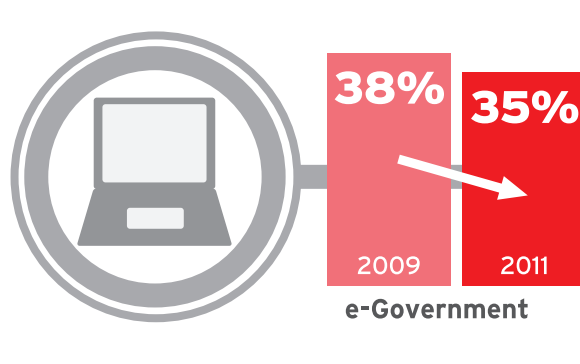
In the 2013 Federal Budget, ICT spending was reduced by

6%

Compared to international standards Australia ranks poorly in terms of:

- Government success in promoting ICT
- Government procurement of advanced technology
- Government use of ICT to drive efficiency¹

Online communication with government drops while more use the telephone²



It is proven that government use and advocacy of ICT drives digital capability and global competitiveness

2 Stimulate growth and innovation by ICT start-ups and small businesses

4% of GDP

The Australian tech start-up sector has the potential to contribute

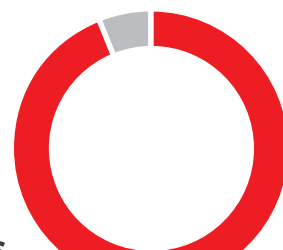
\$109 bn

540,000 jobs

to the economy by

2033

94% of companies think employee share options are a valuable way to incentivise skilled, loyal employees



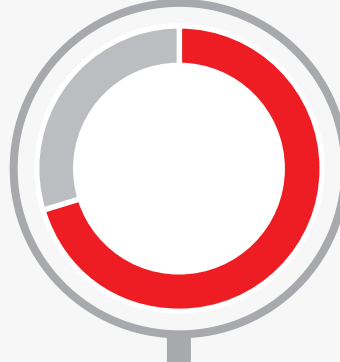
But... only around **one in three** companies have actually issued share options in the last three years⁴



Why? Because they are taxed **before** any gain (if any) is realised



3 Motivate SMEs to improve their productivity by 'getting' online and digitally capable



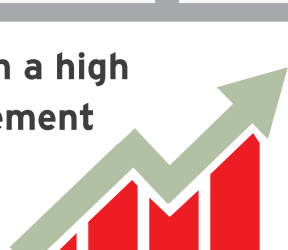
SMEs contribute **\$530bn** to the economy...

... and employ **70.5%** of the Australian workforce⁵



But... **50%** of small business & **30%** of medium business **do not have an online presence**⁶

Small businesses with a high level of digital engagement enjoy better business outcomes with a **20%** increase in annual revenue



4 Address the ICT skills shortage

ICT job numbers are expected to double⁷

175,000 (1999) **350,000** (2015)



Over the last decade, ICT enrolments in training and education have fallen nationally by **55%**⁸



If all **international students** undertaking computer science studies in Australia were to stay in Australia post graduation, the supply of these ICT graduates would still fall far short of the numbers needed to accelerate growth⁹



5 Grow our ICT capability through improved R&D capacity, and by forging better links between research and industry

Australian businesses that collaborate and innovate are:

23% more productive

24% more profitable

3x more likely to increase the number of export markets targeted

48% more likely to increase the range of goods or services offered¹⁰

6 Acknowledge the 'value' of the digital economy by tracking and measuring its performance

You don't value what you don't measure

Countries around the world are investing in measuring the impact of ICT and their digital industries¹¹



In Australia, ABS ICT data collection and analysis continues to contract¹²

The AIIA Election Platform is the basis for a holistic approach to the ICT capability development required to fuel Australia's competitive, prosperous future